



Public actions will be necessary for the quality of private investment envisioned by the community to become a reality

4.1 ACTION PROGRAM

The Action Program outlines the next steps after adoption of this plan by the City of Atlanta. It includes a list of projects, time lines and responsible parties and is intended to serve as a blueprint for achieving the community's vision for its future.

Stakeholders identified several efforts to assure implementation. These included continued diligence on the part of area residents, business, and the City to monitor development in the Study Area and ensure compliance with the vision of this plan. Part of this should be revisions to the plan, as needed. Stakeholders must also work with the City to implementing land use and zoning changes which support the vision.

Recommendations are provided in an aggressive five year time line, although some can clearly extend beyond this time period as funding becomes available. Projects in the near future represent those addressing areas with the most critical need for public improvement or those where public investment can spur private investment. Longer-term projects are less urgent, but equally key the long-term success of this study.

Transportation Projects and Funding

This plan may be approved by the ARC as a grandfathered Livable Centers Initiative (LCI) Study. If it is, the ARC has committed to provide funding for implementation of plan elements related to transportation. Their expressed desire is for public infrastructure investments to spur private investment within existing activity centers and corridors. The strategies for funding improvements outlined herein often supplement potential funding from the LCI Program.

Transportation projects may also be funded through a variety of other sources administered through the ARC. The City of Atlanta should work with ARC staff to ensure that projects that require transportation funds are included in future Regional Transportation Plans (RTPs). Revisions to such are made every five years.

Most funds administered via the ARC or using federal dollars will require a twenty percent local match. The City of Atlanta Quality of Life Bonds could be a source of these funds, other could include:

- **Midtown Community Improvement District:** The Midtown CID is a self-imposed, self-taxing district run by the Midtown Alliance. It is charged with raising funds from commercial properties for public improvements. Such funds could be used along the western end of Ponce de Leon Avenue.



Streetscape improvements are key to improving the pedestrian environment

- **Private Donations:** Local matches could also be obtained by soliciting area property owners, businesses, and residents. Although highly unusual, this method was used in Downtown to fund public improvements in the Fairlie-Poplar district.

Private funds may also be used to fund specific “special interest” projects. For example, the PATH Foundation funds multi-use greenway trails, while the Trust for Public Lands and the Blank Foundation sometimes fund urban park projects.

Without detailed analysis that is beyond the scope of this study, the ideal local match mechanism cannot be determined. However, the City should carefully explore all available options.

Cost Assumptions

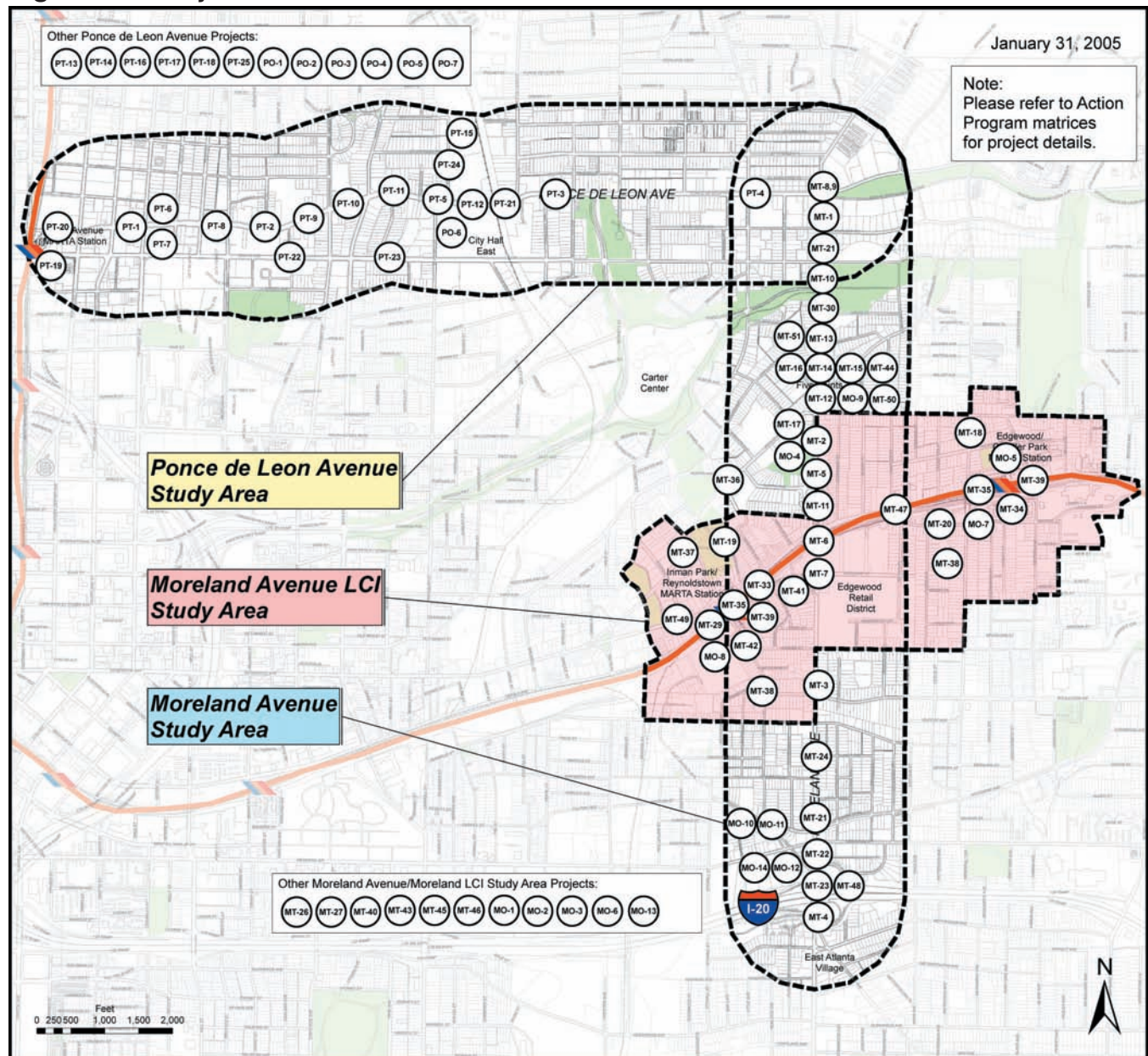
As with any macro-level planning process, it is impossible to perfectly assign costs to future projects. However, it is possible to estimate based on standard cost assumptions. The following assumptions are used in the Action Program Matrices found on the following pages; all costs include demolition and installation:

- Street trees = \$600 each
- Atlanta Light Type “C” pedestrian lights = \$4,500 each
- Hybrid Atlanta “A/C” lights = \$6,500 each
- Concrete sidewalks = \$5.50/sf
- Bulbouts = \$3,000 each
- Landscape strip on existing streets = \$1.50/sf
- Landscaped Median = \$50/sf
- Duratherm crosswalks = \$9/sf or \$4,500/leg
- Thermoplastic crosswalks = \$3,000/leg
- Bike lanes = \$3/linear foot
- Bike lockers = \$1,250/locker
- Roadway milling (variable depth) = \$2/sf
- Mast arms signals (along arterial only) = \$125,000 each
- Buried utilities (as part of streetscape) = \$275/linear foot

Land costs were based on 2003 values (land plus building) as reported by the Fulton County Tax Assessor. Land costs were increased by 30% to account for increased values.

All costs are in 2005 dollars.

Figure 4.1: Project Locations



FIVE YEAR IMPLEMENTATION PLAN

Ponce de Leon Avenue Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source Match & Amount
PT-1	Streetscape - Peachtree to Argonne	Pedestrian/Roadway Operations	2007	\$390,864.97	N/A	N/A	2008	\$2,605,766	\$2,996,631.43	City	Bonds, LCI, SAFTEA	City \$912,018
PT-2	Streetscape - Argonne to Kennesaw	Pedestrian/Roadway Operations	2007	\$441,784.96	N/A	N/A	2009	\$2,845,233	\$3,387,018.06	City	Bonds, LCI, SAFTEA	City \$1,030,832
PT-3	Streetscape - Kennesaw to Freedom Pkwy	Pedestrian/Roadway Operations	2007	\$469,574.96	N/A	N/A	2010	\$3,130,500	\$3,600,074.68	City	Bonds, LCI, SAFTEA	City \$1,095,675
PT-4	Streetscape - Freedom Pkwy to Moreland	Pedestrian/Roadway Operations	2007	\$501,119.95	N/A	N/A	2011	\$3,340,800	\$3,841,919.65	City	Bonds, LCI, SAFTEA	City \$1,169,280
PT-5	Repair sidewalks in front of Eals	Pedestrian	2005	\$173.25	N/A	N/A	2005	\$1,155	\$1,328.25	Private	Private	N/A \$0
PT-6	Repair sidewalks between the Massillon and Myrtle St	Pedestrian	2005	\$288.75	N/A	N/A	2005	\$1,925	\$2,213.75	Private	Private	N/A \$0
PT-7	Repair sidewalks around Mansion block	Pedestrian	2005	\$3,450.00	N/A	N/A	2005	\$23,000	\$26,450.00	Private	Private	N/A \$0
PT-8	Median - Penn to Argonne - 4' wide	Pedestrian/Roadway Operations	2007	\$10,500.00	2005	\$175,000	2008	\$70,000	\$80,500.00	City	Bonds, LCI, SAFTEA	City \$24,500
PT-9	Median - Hunt to Charles Allen/Parkway - 4' wide	Pedestrian/Roadway Operations	2007	\$18,750.00	2008	\$312,500	2009	\$125,000	\$143,750.00	City	Bonds, LCI, SAFTEA	City \$43,750
PT-10	Median - Charles Allen/Parkway to Boulevard - 4' wide	Pedestrian/Roadway Operations	2007	\$13,500.00	2008	\$225,000	2009	\$90,000	\$103,500.00	City	Bonds, LCI, SAFTEA	City \$31,500
PT-11	Median - Boulevard to Kennesaw - 4' wide	Pedestrian/Roadway Operations	2007	\$18,000.00	2008	\$300,000	2009	\$120,000	\$138,000.00	City	Bonds, LCI, SAFTEA	City \$42,000
PT-12	Median - City Hall East - 4' wide	Pedestrian/Roadway Operations	2007	\$19,500.00	2006	\$325,000	2007	\$130,000	\$149,500.00	City	Bonds, LCI, SAFTEA	City \$45,500
PT-13	Roadway milling prior to next repaving	Roadway Operations	TBD	N/A	N/A	N/A	TBD	\$328,800	\$328,800.00	GDOT	Fast Forward, GDOT Safety	N/A \$0
PT-14	Upgrade all of the traffic signals, including signal timing and bus prioritization	Corridor/Intersection	2006	\$110,000	N/A	N/A	2009	\$1,525,000	\$1,635,000	City, GDOT	Bond Fund, "Fast Forward" program	City \$415,000
PT-15	Bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade.	Pedestrian/Bicycle	2006	\$22,500	N/A	N/A	2007	\$150,000	\$172,500	Private	Property owners, PATH Foundation	N/A
PT-16	Signs to provide directional information	Roadway Operations	2006	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City	Bond Fund, State, Federal	City \$5,250
PT-17	Enhanced bus plan along Ponce de Leon Avenue	Transit	2006	\$45,000	N/A	N/A	2008	\$300,000	\$345,000	MARTA	FTA Grant	MARTA Capital Funds \$105,000
PT-18	Bus route #48 extension	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	TBD \$0

FIVE YEAR IMPLEMENTATION PLAN

Ponce de Leon Avenue Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Amount
PT-19	Install bike lockers at the North Avenue MARTA station - 6 bikes	Bicycle	2007	\$1,125	N/A	N/A	2007	\$7,500	\$8,625	MARTA	FTA Grant	MARTA Capital Funds \$2,625
PT-20	Remove parking from south side of Ponce de Leon between Peachtree Street and West Peachtree Street for bus contra-lane; upgrade traffic signal	Transit	2006	\$4,500	N/A	N/A	2007	\$30,000	\$34,500	City	City, LCI, Midtown Alliance, MARTA	MARTA Capital Funds \$10,500
PT-21	Clean and maintain sidewalk under the Belt Line	Pedestrian	N/A	N/A	N/A	N/A	2005	\$500	\$500	Private	Private	N/A \$0
PT-22	Implement bike lanes on North Ave from Moreland to Piedmont	Bicycle	N/A	\$9,090	N/A	N/A	2007	\$60,600	\$69,690	City	Bonds, LCI, SAFTEA	City \$13,938
PT-23	Implement median/turn lane on North Ave from Belt Line to Piedmont	Roadway Operations/Bicycle	N/A	\$225,000	N/A	N/A	2007	\$1,500,000	\$1,725,000	City	Bonds, LCI, SAFTEA	City \$345,000
PT-24	Pedestrian connection between Midtown Place shopping center and Lakeview St	Bicycle/Pedestrian	2005	\$2,250	N/A	N/A	2007	\$15,000	\$17,250	Private	Private	Private \$5,250
PT-25	Restriped crosswalks and added pedestrian crossing signs to alert drivers	Pedestrian	2006	\$36,450	N/A	N/A	2007	\$243,000	\$279,450	City	Bonds, SAFTEA	City \$85,050
PT-26	Repaired sidewalks in front of Green's Liquors	Pedestrian	2005	\$2,400.00	N/A	N/A	2005	\$16,000	\$18,400.00	Private	Private	N/A \$0
Totals						\$0		\$16,774,779	\$19,122,851			\$5,382,668

NOTES

TBD: To Be Determined

N/A: Not Applicable

FIVE YEAR IMPLEMENTATION P

Ponce de Leon Avenue Study Area: Other Local Initiatives

ID	Description/Action	Cost	Year	Responsible Party	Funding Source
PO-1	Amend 15 Year Future Land Use Plan	Staff Time	2005	City	City
PO-2	Create new MR District	Staff Time	2005	City	City
PO-3	Rezone corridor	Staff Time	2005	City	City
PO-4	Adopt the Georgia Department of Transportation Pedestrian and Streetscape Guide and Traffic Signal Design Guidelines	Staff Time	2005	City	City
PO-5	Target Ponce de Leon Avenue for traffic law enforcement.	Staff Time	2005	City	City
PO-6	Provide an Atlanta Police Department precinct or mini precinct in the redevelopment of City Hall East or nearby on the avenue.	TBD	2007	City	City
PO-7	Work with property owners to designate identified buildings as Landmarks	Staff Time	On-going	City	City

Totals	Staff Time
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FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-1	Streetscape - North of Euclid	Pedestrian/Roadway Operations	2007	\$572,314.96	N/A	N/A	2008	\$3,815,433	\$4,387,748.00	City	Bonds, LCI, SAFTEA	City \$1,335,402
MT-2	Streetscape - Euclid to DeKalb	Pedestrian/Roadway Operations	2007	\$203,704.98	N/A	N/A	2009	\$1,358,033	\$1,561,738.15	City	Bonds, LCI, SAFTEA	City \$475,312
MT-3	Streetscape - Hardie to I-20	Pedestrian/Roadway Operations	2007	\$491,394.96	N/A	N/A	2010	\$3,275,966	\$3,767,361.34	City	Bonds, LCI, SAFTEA	City \$1,146,588
MT-4	Streetscape- I-20 Bridge	Pedestrian/Roadway Operations	2007	\$106,200.00	N/A	N/A	2008	\$708,000	\$814,200.00	City	Bonds, LCI, SAFTEA	GDOT \$247,800
MT-5	Restriping of Moreland between McLendon and DeKalb Aves from 6 to 4 lanes with bike lanes	Bicycle	2006	\$5,000	N/A	N/A	2007	\$20,000	\$25,000	City, GDOT	Bonds, LCI, SAFTEA	GDOT \$9,000
MT-6	Restripe Moreland under bridge to allow bike lanes	Bicycle	2006	\$750	N/A	N/A	2007	\$5,000	\$5,750	City	City	N/A
MT-7	Elimination of Seaboard's westbound right turn lane at Moreland	Pedestrian	2006	\$10,000	N/A	N/A	2007	\$60,000	\$70,000	City	Bond Fund, State, Federal	N/A \$22,000
MT-8	"Lagging left" signal on southbound Briarcliff Rd	Intersection	2006	\$5,250	N/A	N/A	2007	\$35,000	\$40,250	City	Bond, State, Federal	City \$12,250
MT-9	Follow-up study of Ponce/Moreland intersection signal upgrades	Study	N/A	N/A	N/A	N/A	2009	\$20,000	\$20,000	City	City, LCI	City \$4,000
MT-10	Signage to prohibit peak hour lefts on North Ave and to encourage northbound left turns at Freedom Parkway rather than North or Ponce de Leon Ave	Intersection	2005	\$0	N/A	N/A	2005	\$1,000	\$1,000	City	City	N/A
MT-11	Reconfigured Moreland/DeKalb Jug-handies, including traffic signal on Moreland Avenue	Intersection/ Pedestrian	2006	\$85,000	N/A	N/A	2008	\$375,000	\$460,000	City	Bond Fund, State	City \$177,000
MT-12	Reconstructed Moreland/Euclid intersection by removing southbound right-turn lane and installing bulbout on eastern leg	Pedestrian	2006	\$15,000	N/A	N/A	2008	\$50,000	\$65,000	City	Bond Fund, State, Federal	City \$25,000
MT-13	Converted Mansfield to a two-way street on west side; remove other driveways	Intersection/ Pedestrian	2006	\$3,375	N/A	N/A	2008	\$22,500	\$25,875	City	Bond Fund, State, Federal	City \$7,875
MT-14	Warrant study of a traffic signal between Mansfield and Euclid	Roadway Operations	N/A	N/A	N/A	N/A	2007	\$10,000	\$12,500	City	Bond Fund, LCI/ Supp. Grant	City \$2,500
MT-15	Consolidated driveways between Mansfield and Euclid Aves	Roadway Operations/ Pedestrian	2007	\$1,125	N/A	N/A	2008	\$7,500	\$8,625	City	Bond Fund, LCI/ Supp. Grant	City \$2,625
MT-16	Signage to prohibit left turns between Mansfield and Euclid Aves	Roadway Operations	2007	\$0	N/A	N/A	2008	\$500	\$500	City	Bond Fund, State, Federal	City \$100
MT-17	Repaired sidewalks on Euclid Avenue in Little Five Points	Pedestrian	2008	\$11,220	N/A	N/A	2009	\$74,800	\$86,020	City	Bond, LCI	City \$26,180
MT-18	Repaired sidewalks on both Oakdale Road from DeKalb Ave to McLendon Ave	Pedestrian	2007	\$4,744	N/A	N/A	2008	\$31,625	\$36,369	City	Bond, LCI	City \$11,069

FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-19	Build new sidewalk from PATH trail to Euclid Avenue through Freedom Park - 5 feet wide	Pedestrian	2008	\$4,520	N/A	N/A	2008	\$30,800	\$35,420	City	Bond, LCI	City \$10,780
MT-20	Repaired sidewalks on both sides of LaFrance Street from Lowry St to Marion Pl	Pedestrian	2008	\$14,850	N/A	N/A	2009	\$99,000	\$113,850	City	Bond, LCI	City \$34,850
MT-21	Roadway milling north of Euclid Ave	Roadway Operations	N/A	N/A	N/A	N/A	2008	\$150,000	\$150,000	City	Bond Fund, State, Federal	City \$30,000
MT-22	Closed Arkwright Place slip lane	Intersection	2005	City	N/A	N/A	2005	\$20,000	\$20,000	City	City	City
MT-23	Study of traffic signals are Moreland Ave and I-20	Study	N/A	N/A	N/A	N/A	2007	\$20,000	\$20,000	GDOT	GDOT	N/A
MT-24	Improved pedestrian interface with I-20 ramps	Pedestrian	2006	\$3,000	N/A	N/A	2007	\$20,000	\$20,000	City	Bond Fund, LCI, Federal	City \$4,000
MT-25	Median/center turn lane between Hardee Street and Arkwright Place	Roadway Operations/Pedestrian	2008	\$121,500	N/A	N/A	2009	\$810,000	\$500	City	City	N/A
MT-26	Upgraded traffic signals	Corridor/Intersection	2006	\$110,000	N/A	N/A	2009	\$1,525,000	\$1,635,000	City	Bond Fund, "Fast Forward" program	City \$415,000
MT-27	Roadway milling prior to next repaving	Roadway Operations	TBD	N/A	N/A	N/A	2008	\$800,000	\$800,000.00	GDOT	Fast Forward, GDOT Safety	N/A \$0
MT-28	Enhanced bus plan along Moreland Avenue	Transit	2006	\$37,500	N/A	N/A	2008	\$250,000	\$287,500	MARTA	FTA Grant	MARTA Capital Funds \$87,500
MT-29	Warrant study of a traffic signal at Hurt Street and DeKalb Ave	Roadway Operations	N/A	N/A	N/A	N/A	2007	\$10,000	\$12,500	City	Bond Fund, LCI Supp. Grant	City \$2,500
MT-30	Implement at-grade crossing improvement at Freedom Park and Moreland Avenue	Bicycle/Pedestrian	2004	\$90,000	N/A	N/A	2005	\$600,000	\$690,000	GDOT, Freedom Park Cons.	GDOT	Freedom Park Conservancy \$210,000
MT-31	Bus route #48 extension	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	N/A
MT-32	Proctor Creek train to Edgewood/Candler Park Station	Transit	N/A	\$0	N/A	N/A	2005	TBD	TBD	MARTA	Operating Funds	N/A
MT-33	Inman Park/Reynoldstown MARTA Station Enhancements, including Seaboard Streetscape	Transit, Pedestrian	2009	\$397,500	N/A	N/A	2010	\$2,650,000	\$3,047,500	MARTA	FTA Grant	MARTA Capital Funds \$927,500
MT-34	Moved MARTA bus #6 to north Edgewood Candler Park bus bays	Transit	N/A	N/A	N/A	N/A	2005	\$500	\$500	MARTA	Operating Funds	N/A
MT-35	Bicycle lockers at Inman Park/Reynoldstown and Edgewood/Candler Park stations - 6 each	Bicycle	2007	\$2,250	N/A	N/A	2007	\$15,000	\$17,250	MARTA	FTA Grant	MARTA Capital Funds \$5,250
MT-36	Wayfinding system from Inman Park/Reynoldstown MARTA station to Little Five Points	Transit/Pedestrian	2007	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City, Private	Bonds, Private	City \$5,250

FIVE YEAR IMPLEMENTATION

Moreland Avenue Study Area/Moreland LCI Study Area: Transportation Projects

ID	Description	Type of Improvement	Engineering Year	Engineering Costs	ROW Year	ROW Costs	Construction Year	Construction Costs	Total Project Costs	Responsible Party	Funding Source	Local Source & Match Amount
MT-37	Inman Park traffic calming	Traffic Calming	2007	\$68,900	N/A	N/A	2008	\$778,995	\$847,895	Private, City	Private, City, LCI	City, Private
MT-38	Edgewood/Reynoldstown traffic calming	Traffic Calming	2004	\$52,174	N/A	N/A	2005	\$347,826	\$400,000	Private - Sembler	Private - Sembler	N/A
MT-39	Neighborhood directory maps in the Edgewood/Candler Park and Inman Park/Reynoldstown MARTA Stations	Transit	N/A	N/A	N/A	N/A	2007	\$7,500	\$7,500	MARTA, City	FTA Grant, LCI Funds	Bond, MARTA Capital Funds
MT-40	Updated MARTA rail announcements to reflect proposed service changes when next system-wide updates occur	Transit	N/A	N/A	N/A	N/A	TBD	\$0	\$0	MARTA	N/A	N/A
MT-41	Rerouted southbound MARTA buses from Inman Park/Reynoldstown Station down Brantley Street	Transit	N/A	N/A	N/A	N/A	2005	\$0	\$0	MARTA	Operating Funds	N/A
MT-42	Open street connection between Seaboard Ave and Wallhall Street	Roadway Operations/Bicyclist/Pedestrian	2007	\$7,500	N/A	N/A	2008	\$50,000	\$57,500	City	Bond Fund, LCI Funds	City
MT-43	Directional signs	Roadway Operations	2006	\$2,250	N/A	N/A	2008	\$15,000	\$17,250	City	Bond Fund, State, Federal	City
MT-44	Mid-block traffic signal between Euclid and Mansfield Aves	Pedestrian/Roadway Operations	2007	\$12,000	N/A	N/A	2008	\$80,000	\$92,000	City	Bonds, SAFTEA	City
MT-45	Restriped crosswalks and pedestrian crossing signs to alert drivers	Pedestrian	2006	\$22,050	N/A	N/A	2007	\$147,000	\$169,050	City	Bonds, SAFTEA	City
MT-46	Study of options for continuous bike lanes along Moreland Avenue.	Study	N/A	\$0	N/A	N/A	2010+	Staff Time	Staff Time	City	City	N/A
MT-47	Study of feasibility of a multi-use trail from DeKalb PI to Hurt St along the south side of DeKalb Ave	Study	N/A	\$1	N/A	N/A	On-going	Staff Time	Staff Time	City	City	N/A
MT-48	I-20 bridge bike lanes	Bicycle	2007	\$750	N/A	N/A	2008	\$5,000	\$5,750	City	Bonds, SAFTEA	City
MT-49	Traffic signal at Hurt St and DeKalb Ave	Pedestrian/Roadway Operations	2006	\$12,000	N/A	N/A	2007	\$80,000	\$92,000	City	Bonds, SAFTEA	City
MT-50	Southbound left turns onto Euclid Ave	Roadway Operations	2007	\$375	N/A	N/A	2008	\$2,500	\$2,875	City	Bonds, SAFTEA	City
MT-51	Eliminate curb cuts in front of Starbucks	Pedestrian/Roadway Operations	2007	\$525	N/A	N/A	2008	\$3,500	\$4,025	City	Bonds, SAFTEA	City
Totals				\$2,477,074		\$0		\$18,402,979	\$19,951,051			\$5,597,379

NOTES

TBD: To Be Determined

N/A: Not Applicable

FIVE YEAR IMPLEMENTATION P

Moreland Avenue Study Area/Moreland LCI Study Area: Other Local Initiatives

ID	Description/Action	Cost	Year	Responsible Party	Funding Source
MO-1	Amend 15 Year Future Land Use Plan	Staff Time	2005	City	City
MO-2	Rezone corridor	Staff Time	2005	City	City
MO-3	Work with property owners to designate identified buildings as Landmarks	Staff Time	On-going	City	City
MO-4	Develop parking deck in Little Five Points	\$1,700,000	2009	Private, City	Private, City
MO-5	Install light cutoffs at MARTA parking to prevent light spillage.	\$3,000	2005	MARTA	MARTA
MO-6	Adopt the Georgia Department of Transportation Pedestrian and Streetscape Guide and Traffic Signal Design Guidelines	Staff Time	2005	City	City
MO-7	Issue RFP for development of south Edgewood/Candler Park MARTA parking lot	Staff Time	2005	MARTA	MARTA
MO-8	Issue RFP for development of south Inman Park/Reynoldstown parking lot	Staff Time	2006	MAKIA	MAKIA
MO-9	Rebuild Little Five Points Plaza	\$225,000	2008	City, Private	City, Private
MO-10	Reynoldstown Park - 210 and 214 Flat Shoals - Land	\$65,000	2007	City, Private	City, Private
MO-11	Reynoldstown Parks - 210 and 214 Flat Shoals - Improvements	\$25,000	2008	Private, City, Rey. Civic Impvt League	Private, City, Rey. Civic Impvt League
MO-12	Reynoldstown Park - 1129 Memorial Dr and property behind it - Land	\$100,000	2006	City, Private	City, Private
MO-13	Target Moreland Avenue for traffic law enforcement.	Staff Time	2005	City	City
MO-14	Reynoldstown Park - 1129 Memorial Dr and property behind it - Improvements	\$45,000	2007	Private, City, Rey. Civic Impvt League	Private, City, Rey. Civic Impvt League
Totals		\$2,160,000			



EIFS, shown above, should not be permitted on the first three floors of buildings



Commercial and mixed-use buildings should have roofs that appear horizontal from the street



Siding is inappropriate for intown commercial or mixed-use buildings

4.2 Land Use Plan and Zoning Changes

A key recommendation of this study is eliminating auto-oriented land uses in favor of more urban, pedestrian-oriented buildings. Before this can occur, however, amendments to the City of Atlanta's 15 Year Future Land Use Plan Map and subsequent zoning changes must occur. Current land use classifications and zoning designations have created the auto-oriented land uses that residents, businesses, and property owners so desperately want to change.

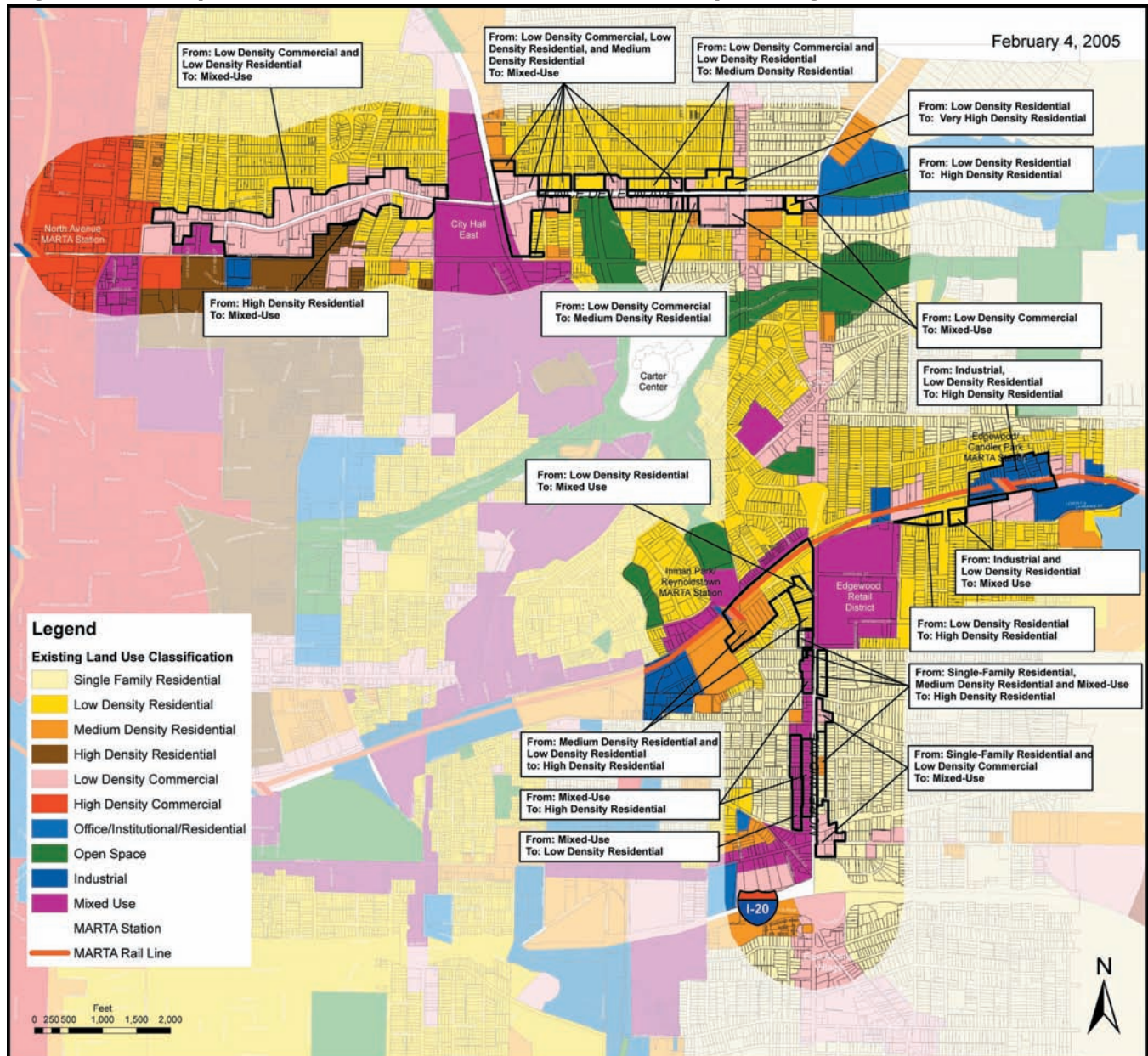
15 Year Future Land Use Plan Map and subsequent zoning changes are priority actions for this study. They are intended to codify recommended land uses, urban design standards and streetscape treatments. Land use recommendations focus on increasing the "Mixed-Use" classification in many areas, while zoning changes support use of the pedestrian-oriented Quality of Life Zoning Codes.

The zoning changes recommended in this study are intended to balance the community's wishes for the Study Areas, market realities, and the current rights of land owners. They are intended to maintain properties values, while enacting controls to support greater pedestrian orientation and contextualism. Many of the urban design characteristics envisioned will increase development costs and challenge the expressed desire to increase affordable or workforce housing. As a result, the study recommends zoning changes that achieve the community's vision while providing an economic incentive to redevelop existing, profitable auto-oriented uses.

For example, the study supports establishing height controls throughout, even though no such controls exist today. Under current C1 and C2 zoning it would be possible to build mid-rise office buildings or hotels along many of the larger, deeper lots on both corridors (subject the transitional height plane) without any public input. This has, of course, not happened due to the limited demand for such, but the fact that a given property is zoned for this does affects its market value. To allay the concern that imposing height controls could represent "takings," the study often recommends both height limits and increased residential density. Because there is stronger demand for housing than office or hotel uses, land values are maintained by increasing the permission for neighborhood-scaled housing.

It is possible that the design standards recommended *vis-a-vis* proposed zoning changes could actually enhance values. By increasing design requirements and prohibiting suburban-style development, proposed zoning changes raise the bar for new development, protect high quality development, and protect neighborhoods. For example, without them, there is little incentive for a developer to invest in a street-oriented retail building if the adjacent

Figure 4.2: Proposed 15 Year Future Land Use Plan Map Changes



parcel can compete for the same tenants with a low-grade, lower rent box surrounded by parking.

15 Year Future Land Use Plan Map Amendments

Prior to rezoning, the 15 Year Future Land Use Plan Map must be amended to support proposed zoning changes. The map above illustrates recommended changes.

Streetscape Overlay

Some of the streetscape and urban design recommendations of this study transcend underlying existing or recommended zoning and

apply to all properties along Ponce de Leon and Moreland Avenues. To this end, two overlay districts - one for Ponce de Leon Avenue and one for Moreland Avenue - should be created for all parcels fronting the respective avenues, regardless of current zoning or use.

These overlay districts should:

- Codify redevelopment streetscape standards contained within the Pedestrian Recommendations subsection, except that, along Atkins Park's Ponce de Leon Avenue frontage, the supplemental zone should be 15 feet to match historic setbacks.
- Prohibit Exterior Insulation and Finish Systems (EIFS) along the first three stories of all buildings fronting the avenues.
- Require a short knee wall, fence, hedge or curb at the back of the required sidewalk adjacent to a residential supplemental zone to distinguish public and private realms.
- Require that commercial and mixed-use buildings:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like.
 - Do not use clapboard, vinyl or hardiplank siding.

Please note that most other urban design recommendations contained in Section 3 are already required by proposed zoning districts and do not need to be included in these overlay districts.

New Multifamily Residential District

While most of the recommended land use and urban design qualities can be achieved through the City of Atlanta Quality of Life Zoning Districts, there is one notable exception. Currently, there is no district for mid-rise primarily residential uses up to 100 feet in height and with lower floor non-residential uses.

Current MRC districts do not contain adequate base residential floor area ratios (FARs) to support new development, and their affordable housing bonus requirements are too high to encourage their use. They also contain commercial FARs that are much higher than are appropriate for many areas.

Current MR districts have adequate residential FARs, but a limit of non-residential uses to 5% of floor area prevents the creation of viable neighborhood commercial uses in all but the largest buildings.

To this end, a new MR district is recommended that:

- Has a residential FAR of 3.196, with a requirement that 10%



A Residential Treatment with stoops on a modern styled stucco building



A Residential Treatment with stoops on a traditionally styled brick building

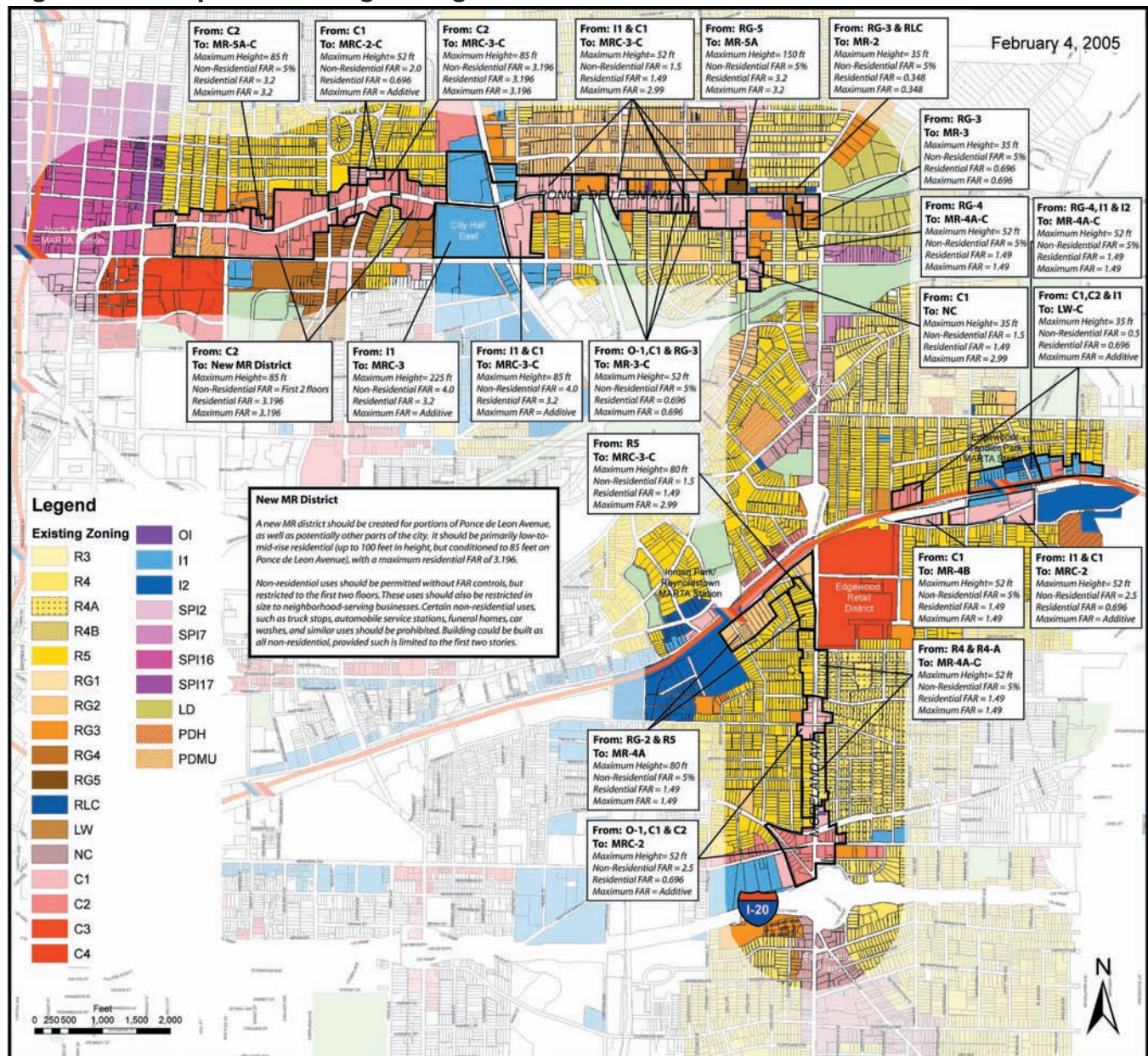


A Residential Treatment that is accessible to wheelchairs

of units built above an FAR of 0.696 be affordable per the current Quality of Life District definition.

- Permits non-residential uses only in the first two stories of a building. A free-standing one or two story all non-residential building could be built.
- Limits the sizes of individual retail, restaurant, repair or commercial recreation establishments, and clubs and lodges, to 15,000 square feet along arterials and collector streets and 10,000 square feet elsewhere.
- Provides a sidewalk level Storefront or Residential Treatment. Residential Treatment shall:
 - Provide doors and vertical windows arranged horizontally at the sidewalk-level,
 - Provide windows for a minimum of 30 percent of the total sidewalk-level street facade area, with each façade being calculated independently,
 - Provide porches, stoops, or wheelchair accessibility at each sidewalk level unit entrance, and
 - Prohibit garage doors opening onto the street.
- Requires window frames to be recessed a minimum of two inches from the exterior façade.
- Prohibits exterior wooden stairs that are visible from the street.
- Requires any exterior chimneys to extend to the ground.
- Requires porches to be a minimum of six feet in depth and eight feet in width.
- Requires exterior columns to be a minimum width of five and one-half inches.
- Requires foundations to be faced in brick, terracotta, stone, masonry with the appearance of brick, terracotta or stone, poured-in-place rubbed concrete, or hard coat stucco.
- Prohibits parking deck heights that extend beyond the height of adjacent buildings on the same parcel unless said deck is completely enclosed by a building of equal or greater height.
- Allows parking decks to front the sidewalk for a maximum length of 125 feet, but not exceeding 50 percent of the building façade length.
- Permits administrative variations to all district requirements except Floor Area Ratio and building height regulations.

Figure 4.3: Proposed Zoning Changes



Zoning Changes

Zoning changes are proposed as shown above. Those followed by a “C” indicate that conditions should be added to the under-lying zoning. These conditions are necessary where the indicated FAR or height is less than permitted by the base zoning.

One notable exception to this is in the properties along DeKalb Avenue in Candler Park, where a condition should be enacted that requires the transitional height plane to us 25 feet as its starting height, rather than 35 feet. 25 feet is more in-keeping with adjacent homes than the current 35 feet standard.



The Urban Enterprise Zone program has encouraged affordable housing around Centennial Park in Downtown

Affordable Housing

Affordable or workforce housing is critical to the diverse urbanism envisioned for the Study Areas. However, because of land costs and the nature of development, the private sector has failed to meet the demand for this housing type. This said, given market conditions, imposing both mandatory affordable housing requirements and higher development costs associated with street-oriented buildings and streetscapes is not the answer. This will only drive developers to other areas where these requirements do not exist. For this reason, projects with tax abatements or other public supports notwithstanding, the affordable housing bonuses contained in the current Quality-of-Life Zoning Districts are unlikely to ever be utilized anywhere in the city because they require 20% of the entire development, above a given base, to be affordable. The recommendation for the proposed new MR district includes a bonus wherein 10% of the bonus must be affordable. This is a more viable option for developers and would result in affordable units where there are now none.

Even more affordable units could be achieved by expanding the Urban Enterprise Zone, or a similar program, citywide. The program requires 20% of new housing units be affordable, but currently, the program is seen more as a development incentive than an affordable housing tool. Recent real estate trends suggest that the enticing development to depressed neighborhoods is no longer the critical challenge to Atlanta – providing affordable housing is.

4.3 EMPLOYMENT & POPULATION ANALYSIS

It is projected that the built-out Concept Plan will add jobs and population to the Study Areas as follows:

Ponce de Leon Avenue Study Area

2015 Employment and Population

Currently, 4,012 employees are estimated to work within the Study Area. When the recommended land uses are factored into this, 374 new jobs will be added to the Study Area by 2010 and 375 additional jobs by 2015. The table below displays projected employment gains from development in the Study Area.

It is estimated that 11,667 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 13,148 by 2010 and 14,913 by 2015. Depending on the final development program and phasing of the City Hall East redevelopment, this number could be even higher.

Ponce de Leon Avenue Employment: 2005 - 2015

	Commercial	Office	Total
January 2005			
Square Footage	1,268,937	61,751	
Employees	1,542	2,470	4,012
2010 Estimate			
Net Square Footage	200,000	54,640*	
Net Employees	243	131	374
Total Employment	1,785	2,601	4,386
2015 Estimate			
Net Square Footage	200,000	54,989*	
Net Employees	243	132	375
Total Employment	2,028	2,733	4,761

*Includes population growth generated demand plus 50,000 sf at City Hall East

Ponce de Leon Avenue Population: 2005 - 2015

	Total
January 2005	
Dwelling Units	6,179
Average Size	1.90
Population	11,667
2010 Estimate	
Net Dwelling Units	788
Average Household Size	1.88
Net Population Increase	1,481
Total Population	13,148
2015 Estimate	
Net Dwelling Units	944
Average Household Size	1.87
Net Population Increase	1,765
Total Population	14,913

2030 Employment and Population

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Ponce de Leon Avenue Projected Employment: 2005 - 2030

Year	Commercial*	Office*	Total
2005	1,542	2,470	4,012
2010	1,785	2,601	4,386
2015	2,028	2,733	4,761
2020**	2,231	3,006	5,237
2025**	2,454	3,307	5,761
2030**	2,699	3,638	6,337

*Number reflects total commercial

**Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors

Ponce de Leon Avenue Housing and Population: 2005 - 2030

Year	Dwelling Units	Total Residents
2005	6,179	11,667
2010	6,967	13,148
2015	7,911	14,913
2020*	8,702	16,404
2025*	9,572	18,045
2030*	10,526	19,849

*Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors

Moreland LCI Study Area

Note: These figures reflect changes in the Moreland LCI Study Area and include most of the census tracts that include the remainder of the Moreland Avenue Study Area.

2015 Employment and Population

Currently, 2,035 employees are estimated to work within the Study Area. When the recommended land uses are factored into this, 808 new jobs will be added to the Study Area by 2010 and 103 additional jobs by 2015. The table below displays projected employment gains from development in the Study Area.

It is estimated that 7,021 residents currently live within the Study Area. The recommended land uses will increase the number of residents to 7,626 by 2010 and 8,804 by 2015.

Moreland LCI Study Area Employment: 2005-2015

	Commercial	Office	Total
January 2005			
Square Footage	n/a	n/a	
Employees	n/a	n/a	2,035
2010 Estimate			
Net Square Footage	640,000*	25,000	
Net Employees	778	30	808
Total Employment	n/a	n/a	2,843
2015 Estimate			
Net Square Footage	60,000	25,000	
Net Employees	73	30	103
Total Employment	n/a	n/a	2,946

*Includes 600,000 sf at Edgewood Retail District scheduled to open later in 2005

Moreland LCI Study Area Population: 2005-2015

	Total
January 2005	
Dwelling Units	3,506
Average Size	2.00
Population	7,021
2010 Estimate	
Net Dwelling Units	310
Average Household Size	1.95
Net Population Increase	605
Total Population	7,626
2015 Estimate	
Net Dwelling Units	620
Average Household Size	1.90
Net Population Increase	1,178
Total Population	8,804

2030 Employment and Population

Forecasting employment and population growth beyond ten years is difficult on the micro-level. Real estate and economic trends are complex and subject to change. Although the recommended land use plan is largely based on a ten-year build-out, longer-term forecasts can be made based on real estate cycles and the assumption that some facilities will be redeveloped.

Moreland LCI Study Area Projected Employment: 2005 - 2030

Year	Total
2005	2,035
2010	2,843
2015	2,946
2020*	3,034
2025*	3,125
2030*	3,219

**Assumes a 3% increase every 5 years to reflect the desire to preserve residential areas*

Moreland LCI Study Area Housing and Population: 2005 - 2030

Year	Dwelling Units	Total Residents
2005	3,506	7,021
2010	3,816	7,626
2015	4,436	8,804
2020*	4,880	9,684
2025*	5,368	10,653
2030*	5,904	11,718

**Assumes a 10% increase every 5 years to reflect the City's policy of concentrating development along major corridors*

4.4 CONSISTENCY WITH LCI COMPONENTS

As established in Section 1, the City of Atlanta intends to submit this study and its three Study Areas as a grandfathered LCI study. To this end, the Ponce de Leon/Moreland Avenues Corridors Study and the recommendations contained herein are consistent with the ten components of the LCI program as identified below:

1. Efficiency/feasibility of land uses and mix appropriate for future growth including new and/or revised land use regulations needed to complete the development program.

The land use recommendations call for the introduction of increased housing options along both corridors and in the transit stations areas. These include above-shop housing in new mixed-use buildings, live/work units, multifamily buildings and townhomes. Single-family homes are provided in the preserved adjacent neighborhoods.

The plan also calls for expanding the offerings of: small neighborhood commercial uses; larger, community-oriented commercial uses at key nodes; offices; civic space; and preserved industrial uses.

In addition the plan also includes design guidelines and recommends amendments to the zoning code and future land use plan to achieve the design and land use patterns contained herein.

2. Transportation demand reduction measures.

The plan proposes reducing auto-demand by shifting some auto trips to pedestrian and bicycle trips via a multifaceted effort to: locate different land uses within walking distance; improve pedestrian facilities; improve transit; and improve bicycle facilities.

3. Internal mobility requirements, such as traffic calming, pedestrian circulation, transit circulation, and bicycle circulation.

One of the central tenets of this study is to make it advantageous for drivers to drive responsibly and at the speed limit through improved signal timing, roadway pavement upgrade, and psychological cues that make them aware that they are in an urban setting. By doing so, while refraining from roadway widenings that could be detrimental to other modes and land use desires, the plan improves mobility for drivers and accessibility for non-drivers.

Accessibility for non-drivers is improved by: building new tree-lined sidewalks along key streets; establishing sidewalks

standards for new development; creating an on-street bike lane network; supporting private efforts to provide shuttle service; improving pedestrian and bicycle connectivity over existing rail lines; and providing improved bus and rail transit facilities. The plan also support existing neighborhood traffic calming plans.

4. Mixed-income housing, job/housing match and social issues.

The Study Areas currently contain a wide range of housing options, with higher income housing to the north and lower income housing to the south. The Plan proposes preserving existing housing options and introducing new ones (identified in item 1 above) to the Study Area in currently auto-oriented commercial or former industrial sites. Affordable housing is encouraged through modest zoning bonuses and public supports.

The plan also proposes increasing diverse employment options within walking distance of existing and proposed housing. West Ponce de Leon Avenue (Midtown's core) and the City Hall East area are envisioned as a professional nodes that will concentrate future office development. Strengthened neighborhood commercial nodes throughout will support local merchants and keep dollars in the community.

5. Continuity of local streets in the study area and the development of a network of minor roads.

The Study Area has a strong network of local streets and minor roads, but the plan identifies opportunities to improve it, most notably between the Midtown Place and Midtown Promenade shopping centers. Opportunities for new, private streets and alleys with development are also identified.

6. Need/identification of future transit circulation systems.

The planning process reviewed existing MARTA service and proposed improvements to existing routes via the installation of enhanced bus service, bus route revisions, station changes; and support for future potential trolley service. Private shuttle service is also supported.

7. Connectivity of transportation system to other centers.

The closest centers are Midtown, Downtown, Emory University, and Decatur. The Plan includes recommendations that would improve connectivity to these centers via enhanced transit service, enhanced bicycle facilities, and improved roadway operations.

8. Center development organization, management, promotion, and economic restructuring.

The various portions of the Study Area are marked by a strong community and merchants support. The plan supports existing

efforts by East Atlanta, Little Five Points, Virginia-Highland, Poncey-Highland and Midtown businesses to market their respective areas as historic, pedestrian-oriented centers. The introduction of new housing near existing and proposed commercial or mixed-use nodes will also support retailers by increasing the potential customer base.

9. Stakeholder participation and support.

The study process included extensive public involvement in the form of an on-line and in-person image preference survey, three community meetings, stakeholder meetings, and extensive interview. In addition, the consultants met one-on-one with a variety of groups, including merchants and developers.

10. Public and private investment policy.

The plan calls for the City of Atlanta to continue its efforts to direct investment into the corridors and transit station areas via public improvements. The City has a long history of using public infrastructure to spur private development that will continue into the future.